

ABSTRACT OF THE DISCLOSURE

An organic electroluminescent display device in which display pixels containing organic electroluminescent elements are arranged in a matrix, comprising:

5 a correction value formula storage section for storing a correction value formula or coefficients thereof that prescribes a relationship of pixel positions for display and brightness correction data of those pixels;

 a correction value output section for receiving the input of data for the positions of respective pixels, and outputs correction values for the respective
10 pixels using the correction value formula or coefficients thereof stored in said correction value formula storage section; and

 the correction value output section corrects brightness data for each pixel using the correction value from said correction value output section according to the pixel position, to thereby perform display to the respective
15 display pixels.